

Nash
Highlyte

MAGAZINE

Vol. 3 • No. 5



1,450,800 READERS





Editorial Offices

431 Howard St., Detroit 31, Mich.

*Published by and distributed with
the compliments of your
Nash Dealer*

COPYRIGHT 1952 • NASH MOTORS
DIVISION OF NASH-KELVINATOR CORP.

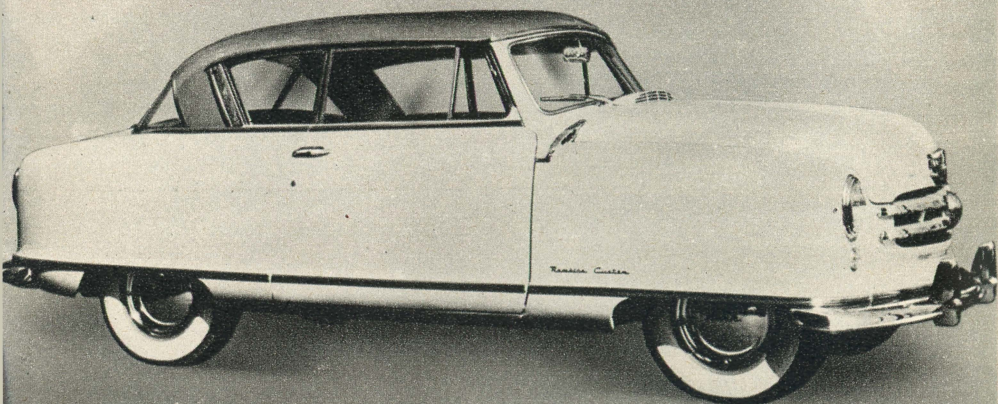
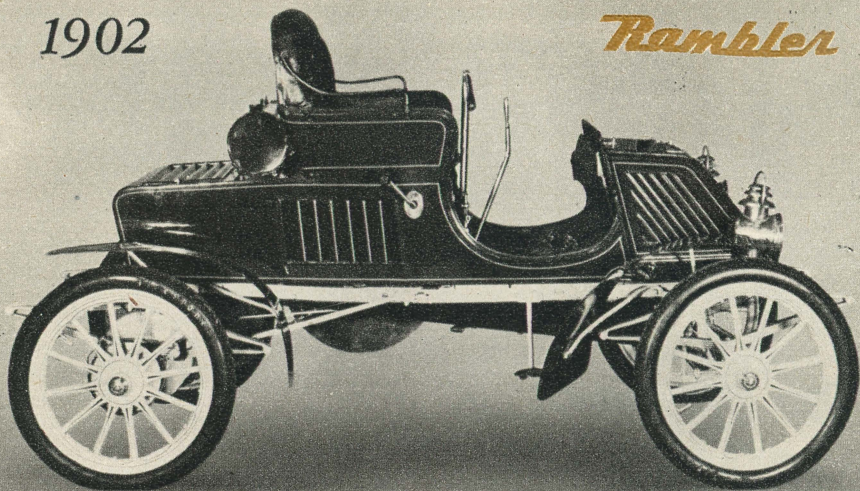
FEATURED IN THIS ISSUE

A Half-Century of Progress.....	Page 4
When Automobiles First Came	Page 10
Nash Through The Years.....	Page 12
The 1952 Golden Airflyte	Page 16
Yesterday and Today	Page 22
50 Years of Motoring	Page 24
Nash Historical Album	Page 25
Helpful Hints	Page 27
Smiles Along The Road	Page 28

Looking more like bicycle frames, these early Rambler chassis (left) were waiting to be moved onto the assembly line at the original Rambler plant in Kenosha, Wis. The Company built 1,500 Ramblers in 1902 to become one of the world's first mass-producers of automobiles. Fifty years later, Nash Rambler models are still assembled (inset) in Kenosha. The huge, modern Nash Motors' plant there was built near the site of the original 1902 Rambler factory.

1902

Rambler



1952

Rambler

A half century of Progress



Possessor Of A Rich Tradition, Nash Motors Traces Its Aggressive Leadership To Farsighted Pioneers

by JOHN R. PICHURSKI

Nash Motors, the third oldest American automobile manufacturer, is celebrating its fiftieth anniversary this year.

In the last half-century, more than 2,000 makes of American automobiles have come and gone. Many of them are completely forgotten—the Auto-Go, the Eck, the Petrel, the Zip—as today only 20 of them remain. Whether old or new, however, each has played an important role in the drama and romance of the automotive industry.

Nash Motors' history is a typically American story of a company founded by farsighted pioneers whose spirit has continually bred aggressive leadership for 50 years.

Nash roots are deep in the motor car industry. Actually, the company's eventful history can be traced

to the invention of the bicycle, the clincher tire, the telephone booth and even the railroad velocipede.

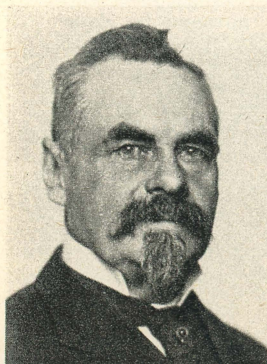
In 1878, an English born inventor, Thomas B. Jeffery, was visiting in his native England when he saw his first bicycle. Jeffery, who had achieved a reputation as the inventor of the three-wheeled railroad velocipede, was immediately impressed with the sales possibilities of such a vehicle and contracted to have parts shipped to the United States for assembly.

In 1879, Jeffery sold his first bicycle in Chicago. He christened it the "Rambler."

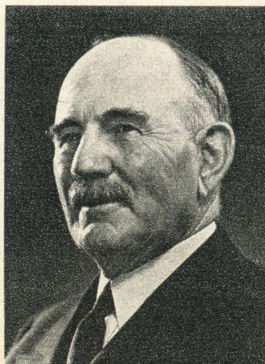
Meantime, Jeffery developed the clincher tire, a pneumatic rubber tire that revolutionized the bicycle and its use. It was the predecessor of the clincher-type automobile tire.

(continued on page 6)

Thomas B. Jeffery



Charles W. Nash



George W. Mason





Charles W. Nash holds his first management meeting September 6, 1916. Some in the group, including Meade F. Moore, a vice-president, are still with Nash management.

(continued from page 5)

In 1881, he and R. Philip Gormully, an English schoolmate, formed a partnership — Gormully & Jeffery. They continued to produce bicycles, and in the late 1880s organized another firm, the G & J Manufacturing Company, to produce clincher tires.

Jeffery first became interested in the automobile when he attended the famed Chicago *Times-Herald* race on Thanksgiving Day in 1895. With him was his son, Charles T.

The race over, young Charles discussed the possibility of building automobiles. His father, too, was interested. In the next few years Charles drove and tested many makes of gasoline carriages, con-

stantly devising ways to improve existing vehicles.

In 1899, Gormully and Jeffery sold their profitable bicycle business to the American Bicycle Company, and turned their attention to the automobile.

In 1900, after Gormully's death, Thomas Jeffery made several trips to Kenosha, Wisconsin, to arrange for the purchase of the Sterling Bicycle Company plant. He wanted the plant for the manufacture of cars.

Meanwhile, in Chicago, Charles built his first automobile. It was called the "G & J." This car was exhibited at the International Exhibition and Race in Chicago on September 2, 1900, and at the world's first automobile show in Madison Square Garden in November of that year.

Charles Jeffery, like his father, was also an inventive genius. He was one of the first to put the engine in front of the car under the hood and the first to employ a steering wheel on



At 72, Mr. Nash (left) found younger leadership for his company in Mr. Mason.

the left.

Charles exhibited his car throughout the East and entered it in road races. However, the vehicle was never put into production. His father was not satisfied with the car, which he termed "too radical."

In 1901, Jeffery and his son built several prototypes of Rambler models A and B after purchasing the Sterling bicycle plant in Kenosha. These, too, had steering wheels on the left side with the engines in front. Although the cars operated well, the elder Jeffery suggested to his son that the models they produced should follow conventional design. So models C and D were designed, with a tiller operated from the right side and the motor in the rear of the vehicles.

In 1902, Jeffery built 1,500 Ramblers as his company became the world's second mass-producer of automobiles, second to Olds and a year ahead of Ford.

Within the next few years, many improvements were made on the Rambler. In 1905, Jeffery was the first to introduce a spare wheel as optional equipment.

On March 21, 1910, while touring Europe, Thomas B. Jeffery died.

In 1914, Jeffery's heirs decided to give their product a new name.



Charles T. Jeffery at the wheel of a 1901 Model A Rambler, which was the first complete car built by Thomas B. Jeffery Company. But it was never marketed.

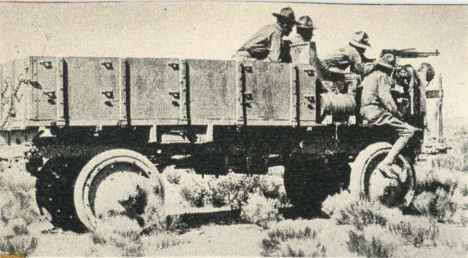
Thus, the renowned "Rambler" gave way to "Jeffery." The Rambler, which had been photographed in all its glory with President William Howard Taft at the tiller, which was the center of endurance tests, which had traveled thousands of muddy miles throughout America in the early part of the century, was no more. But the Rambler spirit still persisted, and the name of its builder now graced the front of quality cars coming from the huge Kenosha factory.

The Jeffery Company entered the

(continued on page 8)

At the very beginning, Nash turned to Seaman Body Corporation for its bodies.





This is one of the 11,490 Quads produced by Nash Motors during World War I.

(continued from page 7)

truck business in 1913, with a Rambler model. The first Jeffery truck was built in 1914, the famous four-wheel-drive "Quad."

By 1916, the products of the Thomas B. Jeffery Company ranked with the best of the day, and the Jeffery name was widely and favorably known throughout the world. But the owners were anxious to retire. On August 16, 1916, Charles Williams Nash, who resigned as president of General Motors, took active charge of the business he had purchased from the Jeffery family.

Nash himself was one of the great builders of the automobile industry, which he entered as president of Buick after 20 years in the allied carriage business.

His success was achieved with unusually difficult beginnings. Born on a farm in DeKalb County, Ill., on January 28, 1864, he was bound out at the age of six to a Genessee County, Mich., farmer under a guardianship court order. He was to work for his room and board until he was 21, when he was to receive \$100 and two suits of clothing. But six years was enough for him, and when he was only 12, he ran away.

After walking 15 miles, he stopped at a farm near Grand Blanc, where he obtained a job for \$8 a month. He saved all of his money. Three

months later he obtained a better job at \$12 a month, and he used his savings to buy 10 sheep, which in five years had multiplied so that Nash owned 80 sheep. In later years he recalled that this first business venture taught him the value of saving from profits—"the very basis of American business economy."

Married when he was 20, Nash was still making only one dollar a day at 27 when he joined the Flint Road Cart Company as an upholstery stuffer. Here, natural qualities of leadership brought him to the superintendency of the plant within six months.

He was vice-president and general manager of the company, then known as the Durant-Dort Carriage Company, when he entered the automobile business in 1910. Forty-six years old, he became president of Buick—then within two years, president also of Oakland Motor Company, the Olds Motor Works, General Motors Truck Company, and president of General Motors.

He resigned in 1916 to satisfy a desire he always had had—to build a car under his own name. He purchased the Jeffery Company.

For the remainder of 1916, his company continued to turn out Jeffery cars. In 1917, the nameplate bore the name Nash. In the fall of that year, the 1918 Nash model, which was the first Nash-designed car, was introduced. The name Nash meant a great deal to many American motorists at that time, for 10,000 cars were sold in the first full year of production.

Nash Motors Company produced more than 11,000 Nash trucks in 1918—a record unequaled by any

other manufacturer prior to that time. Most of these trucks were the famous Quad, which did a magnificent job in World War I.

For its bodies, Nash Motors at the very beginning turned to another long-established pioneer, Seaman Body Corporation, which traces its history back to 1846. In that year, A. D. Seaman founded a furniture manufacturing business in Milwaukee that by 1909 was building automobile bodies.

In 1919, Nash Motors purchased a half interest in the Seaman company. The other 50 per cent was purchased in 1936.

In 1924, Nash acquired the trade name and equipment of the LaFayette Motor Car Company, which had been founded in 1920 at Indianapolis. This company, which was moved in 1922 to Milwaukee, produced expensive cars, selling for more than \$5,000. Nash did not continue production of the big LaFayette but in 1934 introduced a low-priced car of that name. It was produced until the fall of 1940 when the Nash "600" superseded it.

Charles W. Nash retired as president of Nash Motors Company in 1930, assuming the position of chairman of the board, but he continued active management.

By 1936, Nash wanted new leadership for his company. He asked George W. Mason, then president of the Kelvinator Corporation of Detroit, to become president of Nash Motors Company.

Mason declined the presidency, and negotiations resulted in a merger of Nash Motors and Kelvinator on January 4, 1937. The new Nash-Kelvinator Corporation was formed,

with Nash as chairman of the board and Mason as president.

Shortly after the merger, Nash Motors Division began a long-range program that eventually led to the introduction of the Nash "600," an automobile built on an entirely new principle known as "Airflyte" body-and-frame construction.

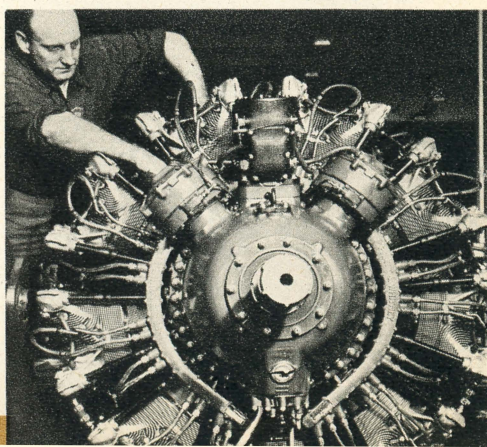
World War II temporarily halted the Nash expansion program. During the war, Nash-Kelvinator Corporation built more than \$600,000,000 worth of aircraft material, including engines, propellers and helicopters.

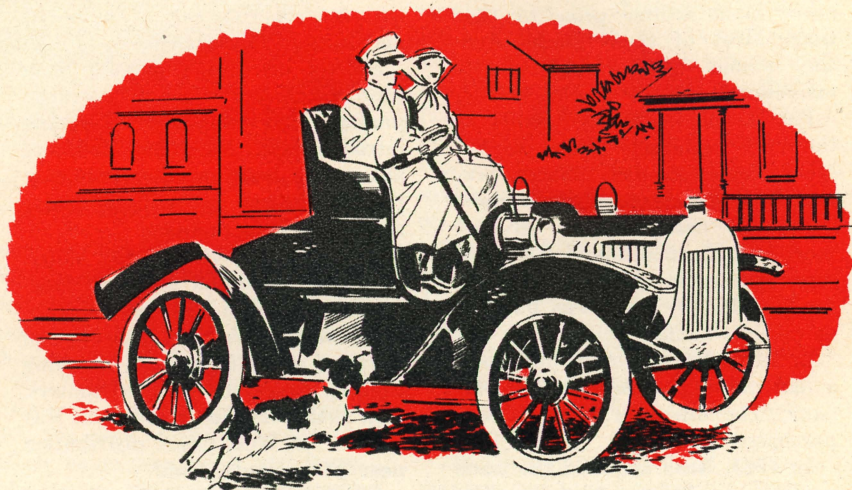
In 1948 a new assembly plant was opened for West Coast distribution near El Segundo, Calif.

Charles W. Nash died on June 6, 1948. He was succeeded as chairman of the board of Nash-Kelvinator Corporation by George W. Mason, who also continued as president.

In 1950, Nash Motors revived the famous Rambler name. In April, the convertible model was introduced, followed a few months later by the Rambler station wagon. In July, 1951, the company introduced the Rambler hardtop convertible.

During World War II, Nash built aircraft material such as this Wasp engine.





When Automobiles First Came

*"Horseless Carriages" Excited
the Countryside in Early 1900s*

by WALTER ROY BLANKENSHIP

We mountaineers who were "brung up" in the Greenbrier blue grass near the resort of White Sulphur Springs and Lewisburg, West Virginia, recall many interesting things back at the beginning of the 1900s when automobiles first came to us.

While much of our country is in valleys and gentle rolling lands, there also are many steep hills.

Back at the turn of the century, the roads of clay had not yet started to be hard-surfaced except in small stretches.

Our first "horseless carriages" were to us horsemen things of beauty and

awe. Long, sleek and trimmed with brass, they had a resemblance of a trim boat. And when a friend offered a ride to us youngsters, it was an enchanting experience to go over the road at the unheard of speed of 30 miles per hour.

Of course, the driver was suitably dressed, with a linen duster over his suit. Large goggles covered his eyes to protect them against dust and wind, and he wore long gauntlets.

If clouds started to gather, the automobile owner would hurry and gather his passengers, and there were always several, get out the

long crank and high ball it for home. The automobile and the yellow clay roads were strictly for fair weather.

When I took my best girl out we would ride in a cut-under runabout behind a high stepping trotter. We would be talking earnestly about the weather or the crops when suddenly we would be rudely interrupted by a loud, roaring sound in the distance. Another darn automobile coming.

When the driver saw us he slowed down. I held up my hand in a sort of salute, which was the signal to stop. The driver came to my horse's head, held the bridle and led my horse past "that contraption."

I can remember when only one Lewisburg resident owned an automobile, and the farmers would call by telephone to find out what road he was traveling that day before they would venture here to the county seat.

My first Nash was of the vintage

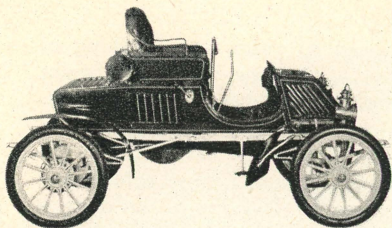
of some 30 years ago. A thing of power and beauty. Black with bright yellow wheels with a top that required two persons to raise or lower. It was "quite the berries" with the younger set, and I drove it for years.

Of course, those were the days of two-wheel brakes, and when one day they became a little noisy some friend told me that the way to alleviate that was to put kerosene oil on the linings, forgetting to tell me just how much. So I took the 2-gallon can and drenched both wheels. I didn't find out different until I pulled up to a gate to make a turn, stepped on my brake pedal and went on through into a farmer's grain field.

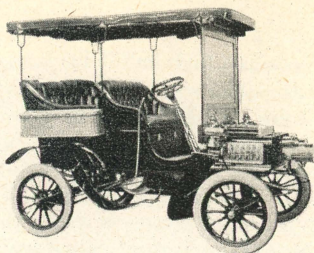
The models have changed, the roads hard-surfaced and almost nothing the same, but I still have the most pleasant remembrances of my first car and the experiences I had with it.

Cars in early 1900s came to a halt so horses could be led by them to safety.





1902 Rambler became one of the first mass-produced cars its first year.



1904 By now, the Rambler factory was the world's largest.

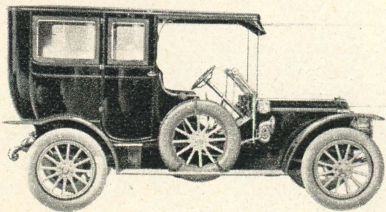
Nash through the years

It wasn't long ago—just 50 years past, as a matter of fact—that people in America were oh-ing and ah-ing with praise for “The Little Red Rambler.”

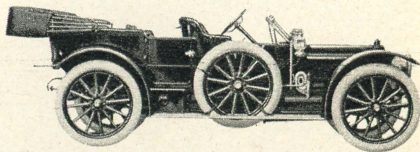
“Teddy” Roosevelt was in the White House then. And, compared with today's global unrest—all was right with the world.

Indeed, all was right—particularly with the little Red Ramblers that went bouncing merrily along the byways of the hinterland. Of course, there were no paved roads then. And an outing Sunday afternoon meant a myriad of things—as any motorist of the early 1900s will tell you.

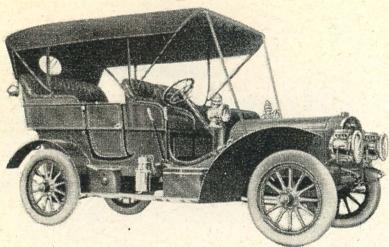
Well, it is good to turn back the pages of the “family” album and look at those pictures of yesteryear.



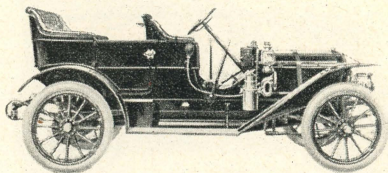
1910 Big feature of this limousine was the first flexible plate clutch.



1911 The smart Rambler Landaulet was one of the early “convertibles.”



1907 This 1907 five-passenger model featured a 40-horsepower engine.



1909 The first automobile to offer a spare fifth wheel and tire.

That's why we have reproduced on these pages some of the models of Nash cars that through the years have brought motoring pleasure to thousands of Americans.

"The Little Red Rambler" and the affection it drew from early-day lovers of the open road is paralleled today, of course, by the thousands of car-lovers who drive their modern Ramblers down America's ribbons of concrete.

Ribbons of concrete? Yes, if you are old enough to recall the mud and non-existent lanes that were offered for motor enthusiasts at the turn of the century.

Of course, those early days of motoring were romantic. And as we look at the various models of Nash cars through the years we

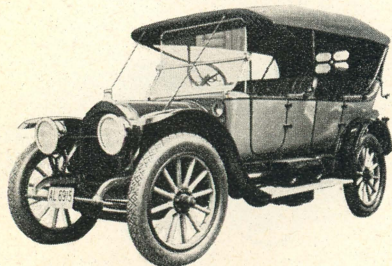
may well marvel at the know-how and science that has produced the swift-moving and sleek-lined Nash cars that move across the highways of America today.

And it is good to reminisce.

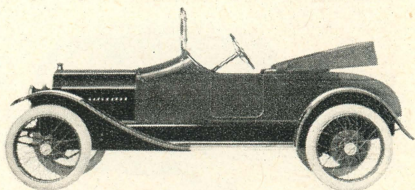
That is why we are taking you—pictorially, of course—through the years with Nash.

Since that wonderful Little Red Rambler of 1902—there have been more than 2,250,000 great automobiles produced by Nash for the pleasure of Mr. and Mrs. Motoring America through the years.

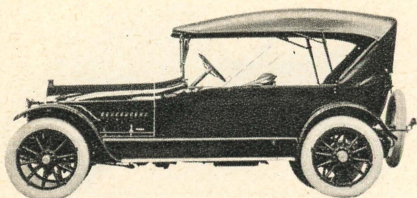
Year after year, Nash has continued to blaze new trails, pioneering scores of important developments—a few of which you will, no doubt, detect in the models you see on these pages.



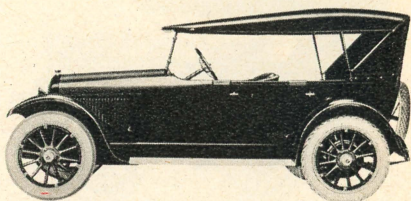
1913 The famous "Cross Country" Rambler offered self-starter, electric lights.



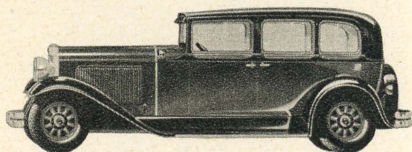
1914 This sleek car was named in honor of the founder, Thomas B. Jeffery.



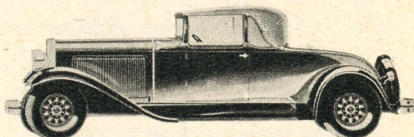
1917 This Nash is the early forerunner of today's "hard-top convertible."



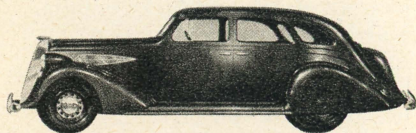
1918 Introducing the first high-compression, valve-in-head Nash engine.



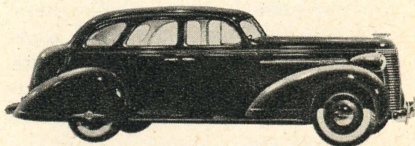
1929 First 7-bearing crankshaft made Ambassador engine one of world's finest.



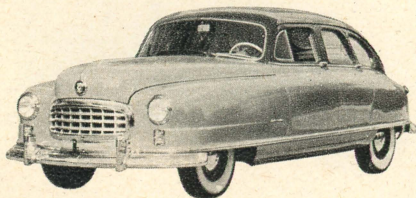
1930 Twin ignition, six- and eight-cylinder engines made their bow.



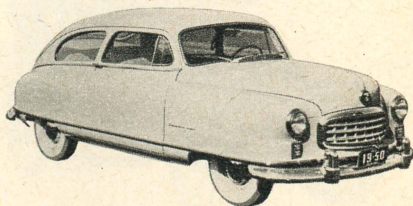
1936 This was the first car to offer convertible sleeping accommodations.



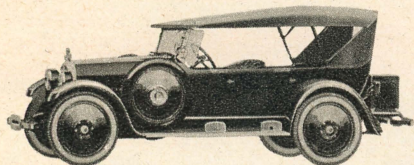
1938 Weather Eye Conditioned Air System revolutionized winter driving.



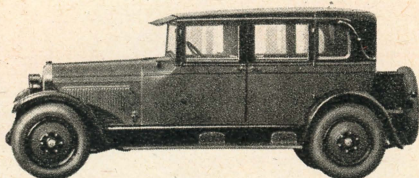
1949 First true aerodynamic car with enclosed front wheels. New Twin Beds.



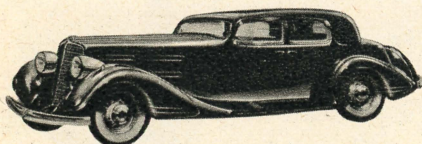
1950 World's first Airliner Reclining Seat in a car. Pull-Out Glove Drawer.



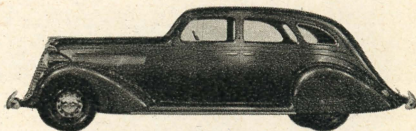
1922 America's first car with the engine mounted on rubber.



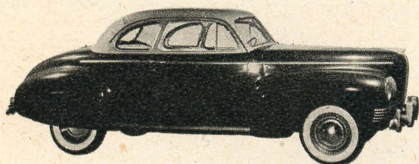
1925 In this year, Nash turned out cars in plants in three cities.



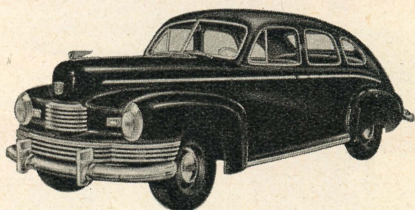
1934 Mr. Nash with 1,000,000th car of his name. First clutch-pedal starter.



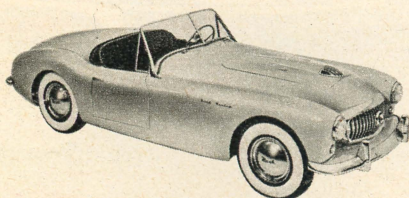
1935 First big car in the low-priced field, the famous Nash-Lafayette.



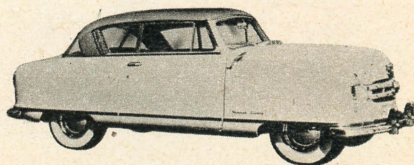
1941 The greatest basic improvement in 40 years, unitized body-and-frame.



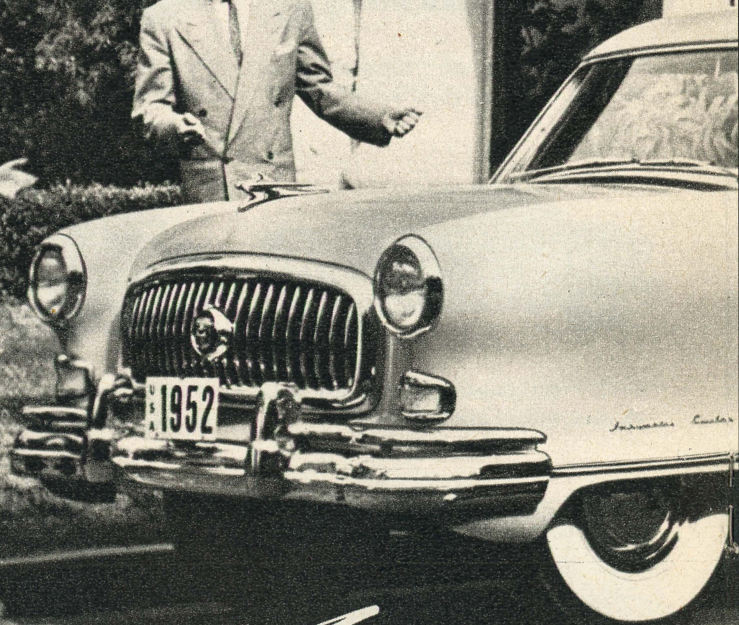
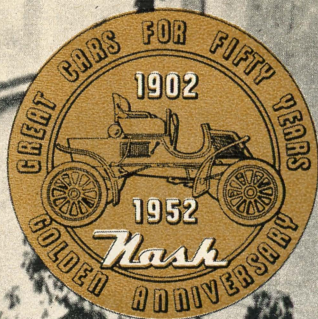
1946 Nash becomes one of the first manufacturers to resume production after war.



1951 Nash-Healey, First U.S.A. sports car from an established maker since '20s.



1952 Fifty years later, the Nash Rambler is writing new success stories.

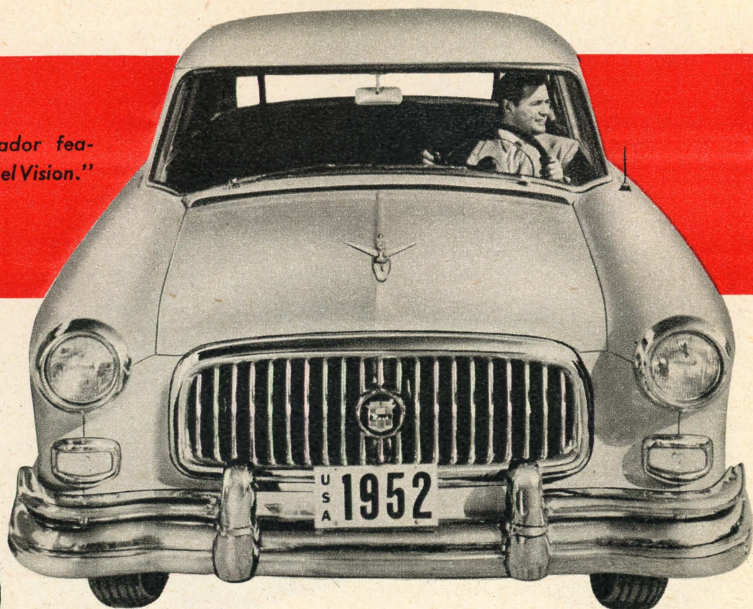


Announcing



THE 1952 GOLDEN AIRFLYTE

New Ambassador features "Eye-Level Vision."



Original design with a European flair keynotes Nash Motors' new 1952 Ambassador and Statesman Golden Anniversary models.

Styled by Pinin Farina, world-renowned custom body designer, the new cars were put on display March 14 in dealer showrooms throughout the country. The introduction marks Nash Motors' 50th Anniversary, the Kenosha, Wisconsin, plant having started production of Rambler automobiles in 1902.

"The new Pinin Farina-styled Nash cars demonstrate that expensive hand built European custom car design can be applied to American mass production," H. C. Doss, vice-president in charge of sales, points out.

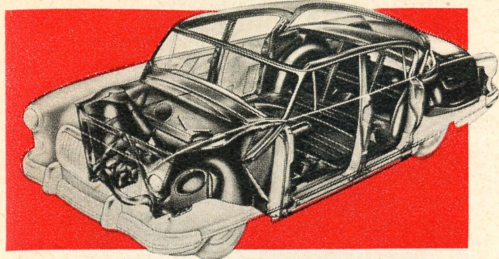
Pinin Farina is famous in the foreign custom car field for having designed more individually styled custom bodies than any other designer in the world. He is under

exclusive American contract to Nash Motors.

In addition to emphasis on styling, the 1952 Nash models feature: new type "Airflex" front-end suspension; increased roominess and improved comfort; "Road Guide" front fenders and lower hood for greater visibility and safety; increased engine horsepower; safety instrument panels; glass area increased up to 25 per cent, and other advancements.

Increased visibility is achieved by a hood line that is lower than the front fender lines. The wider and lower hood provides a balanced frame for the grille, creating a new type front-end beauty.

In profile, the new cars emphasize length and sleekness. Enclosed front fenders blend into the sides of the body and continue in line through similarly styled rear fenders. Ribbed bumpers are of a rugged wrap-around type contoured to follow the



New Ambassador and Statesman models feature "Airflyte" body construction.

outline of fenders.

Window styling is of advanced type. Windshields are of one-piece curved construction, contoured both to hood and fender line. Rear windows are curved and of three-section design previously offered only in custom hardtop convertibles. Window frames are made of an attractive aluminum extrusion, a unique Nash-developed construction principle.

Improved visibility is an outstanding feature of the new Nash models.

Glass area has been vastly increased on all sides, in the four-door

sedan almost 25 per cent! Gracefully styled windshield posts, 40 per cent narrower than on previous Nash models, minimize obstruction to driver vision.

Offered for the first time as optional equipment on all Nash cars is tinted "Solex" safety glass. The new greenish blue-tinted glass reduces road glare and heat rays.

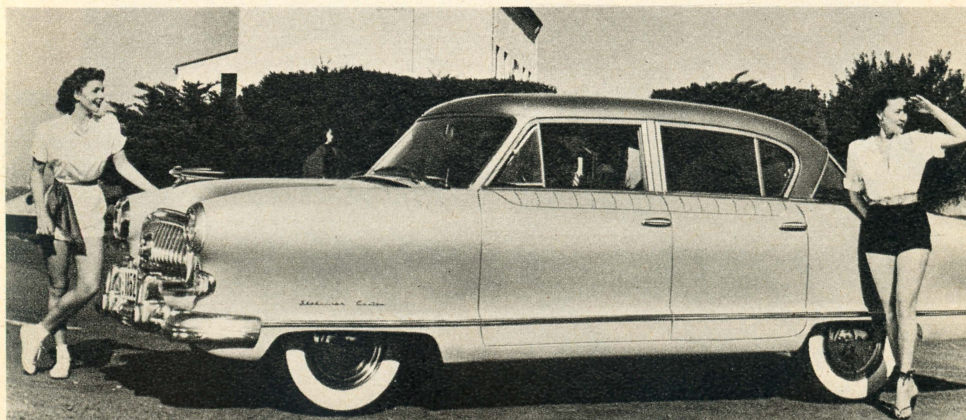
The new models feature Nash-pioneered "Airflyte" unitized-type body construction, found also in modern planes and trains. It combines body and frame into a single welded unit of greater torsional strength, offering improved riding comfort, lifelong quietness and maximum safety to passengers.

A new type of independent front-end suspension, called "Airflex Suspension," is a feature of both models. With Airflex Suspension, unsprung weight is reduced, providing superior riding and handling qualities.

The intake cowl of the Nash-pioneered Weather-Eye conditioned air and heating system extends the entire width of the hood. Heater and defroster fans of the new 1952

(continued on page 20)

Delicately curvaceous surfaces and brisk lines are features of New Statesman.



Weather Eye are combined in a single blower unit.

Door handles are of an entirely new "squeeze-type" design and lie nearly flush with the door panel. Taillights and directional signals are integrated as part of the distinctive rear fenders. The right rear taillight is hinged for access to the fuel tank.

The completely redesigned instrument panel has Vinyl leather over an obstruction-free section running almost the full width of the new panel in custom models. Instruments, rearranged, are protected from glare in a recessed sun-shield extension of the cowl line.

Passenger comfort has been greatly improved by moving the passenger compartment forward in relation to the wheel centers, resulting in increased front and rear seat width, headroom and legroom. Larger front and rear door openings are positioned for easy entry.

Helene Rother, Nash Motors' interior design and styling consultant, designed trim and attractive color and fabric combinations in the new models. Three striking and original needlepoint and homespun combinations are available in custom series.

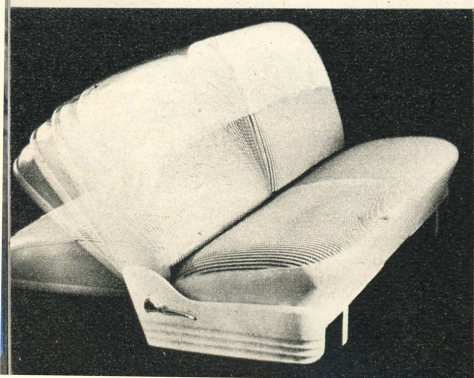
Various positions of combined airliner reclining seat and convertible twin beds.

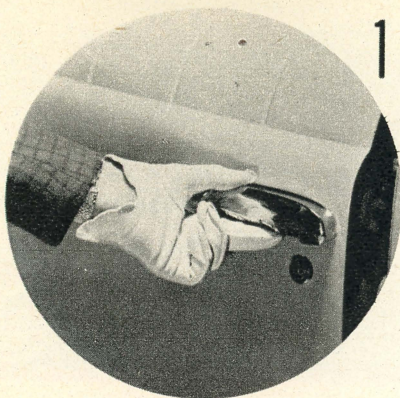
Numerous mechanical improvements have been made in the new 1952 Nash Ambassador and Statesman Golden Airflytes. Dual-Range Hydra-Matic is available as optional equipment on both models. This new automatic transmission has two optional driving ranges adaptable to various driving conditions. In addition, Nash also offers as optional equipment, automatic overdrive, with four forward speeds. Synchromesh transmission is standard on both cars.

The new Ambassador has an improved six-cylinder overhead-valve "Super Jetfire" engine with increased horsepower. A "Direct-draft" horizontal Uniflo-Jet carburetor replaces the downdraft carburetor used in previous Ambassador engines. Power plant of the 1952 Statesman is a six-cylinder L-head engine, with stepped-up horsepower.

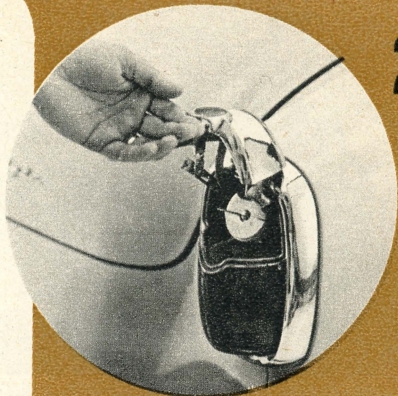
The new medium and lowest-priced Nash cars are available in "super" and "custom" model four-door trunk sedans, two-door trunk sedans, and later custom two-door hardtop convertible models. Exterior colors consist of 13 basic selections and 7 two-tone combinations.

Twin beds are designed so one can be used en route or both when car is stopped.





1

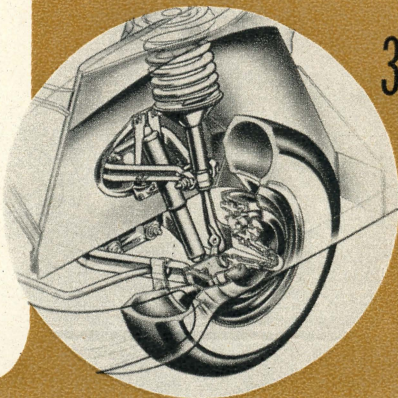


2

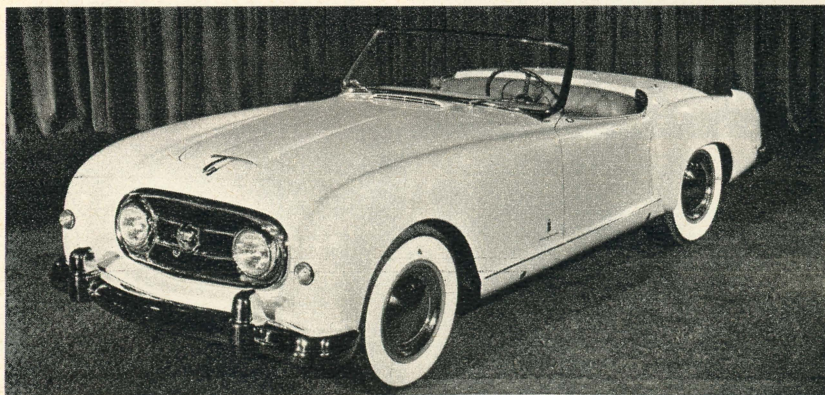
1 Squeeze-type exterior door handles on new Golden Anniversary models need only a slight pressure to open doors.

2 The gas cap is hidden on 1952 Nash models. Upper portion of right taillight is hinged for easy access to fuel tank.

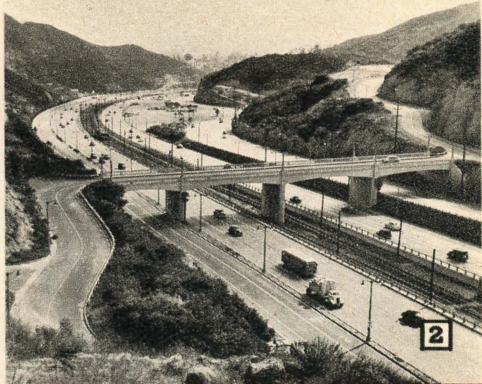
3 New models have independent front end "Airflex Suspension." Vertical coil springs take direct vertical loads!



3

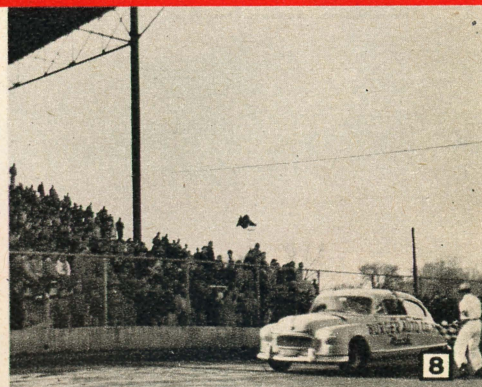
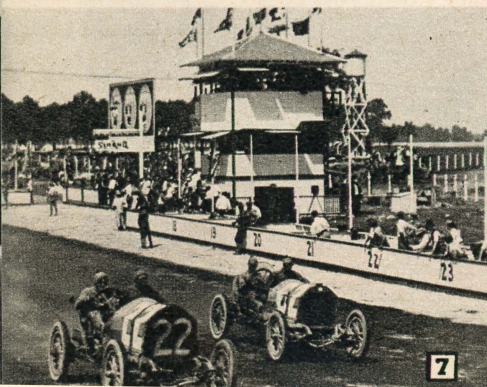


Low-slung and racy in appearance, the new Nash-Healey sports car is equipped with the "Dual Jetfire" Ambassador 6-cylinder engine.



YESTERDAY

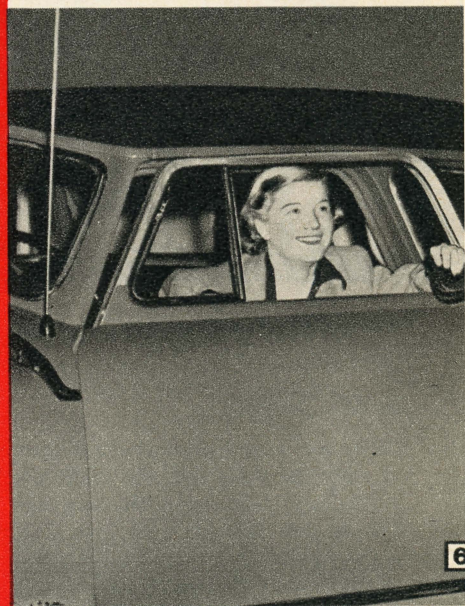
When motoring was in its infancy, existing roads were designed for lighter and horse-drawn vehicles. And an outing in the country was likely made on such a dirt road as this (1) in comparison with the super highways (2) with under- and over-passes of today. As the motor car grew in popularity, it brought city street traffic problems (3). Times haven't changed much as far as clogged streets go as this modern day busy street scene (4) shows. America's Sweetheart of yesterday and today — Mary Pickford (5) — took to automobiles as much as the country





AND TODAY

took to her. And one of today's bright young stars—Barbara Bel Geddes (6)—finds her car a joy too. Zooming around the tracks yesterday were these dare-devil speedsters (7) who set the pattern for today's popular automobile race events (8). Yesterday's motorists, such as these, (9) wore elaborate outfits when out riding. The woman's veil could be lowered over the face as protection against dust and other hazards of the open road. Today—with the automobile a part of daily living—special motoring costumes are not needed. The 1952 young woman (10) dresses simply and casually.





50 YEARS OF MOTORING

Bumpy Roads—No Place to Park Were Early Complaints to AAA

by LEN BARNES

"I've got a spanking new Rambler. It runs like a top. But the roads are so bumpy they shake the mischief out of me. And I never can find a place to park."

This conversation could have taken place anywhere in the United States yesterday. And probably did. But its original utterance was March 4, 1902, in Chicago.

That was the year the first Rambler was built. It also was the year the American Automobile Association was formed from nine independent motor clubs.

And 1902 marked the beginning of a lot of motoring history. To be sure, parking is still a problem. And there are plenty of bumpy roads.

But many motoring problems have been solved during the interim. Some of them make good stories.

Early motorists gathered in social clubs to relate their experiences, which were hilarious, if you call patching and pumping tires hilarious. They organized week-end runs to nearby communities and picnic areas, developed suitable retorts to the "Get a Horse!" hecklers and exhibited the true spirit of pioneers. Soon these clubs turned attention to improving driving conditions.

Roads were rough, and no one even dreamed of superhighways. Most roads followed line of least resistance over hills and forded streams at angles designed to send the uninitiated into a watery grave.

States soon established highway systems. The AAA sold the idea that the Federal Government should lend a hand. For roads contributed towards distributing mail, national defense and public welfare. In 1916 the first Federal Aid Highway Act was adopted.

Many laws had to be made and many others were changed so motoring could progress. Some towns imposed absurdly low speed limits. One city even required that any car going through its limits must be preceded by a man carrying a red flag or a red lantern at night.

Motorists had to have a different driver's license and car license to operate in each state. Billboards were hiding-places for traffic officers who worked with fee-splitting constables in "speed traps."

Those were the "problems" of yesterday's drivers. Perhaps the many knotty traffic problems of today will seem as absurdly simple 50 years from now—or sooner.



.....THEY ALSO SERVE WHO STAY AT HOME

Two world wars have changed the living patterns of the universe during the 50 years Nash has been making automotive history.

Both conflicts saw hundreds of Nash employees go off to war.

And in both wars—the men and women of Nash who stayed at home also served.

"The Yanks are coming," was the grateful cry of Europe in 1918 when General "Black Jack" Pershing's Doughboys landed to join the French and British and other allies in the battle to "save the world for democracy."

But peace for free men was short-lived—and in 1941, the world again burst into flames as war machines raced not only over Europe but in heretofore almost unheard of places in the far reaches of the Pacific.

Nash-Kelvinator built helicopters, other aircraft material during World War II.

In both conflicts—Nash halted car production to serve the nation.

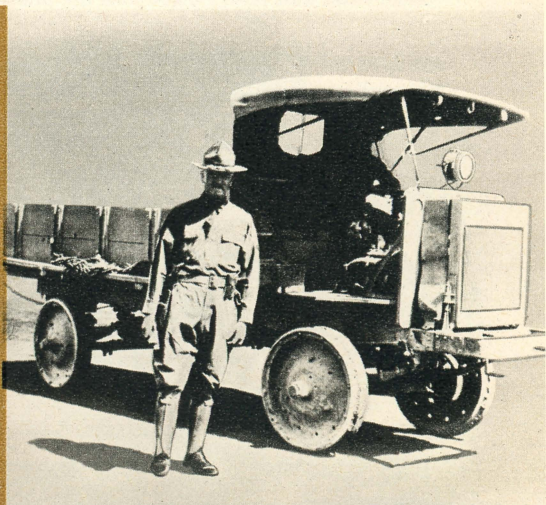
In 1918, Nash Motors produced 11,490 trucks—a record unequaled by any other manufacturer prior to that time. Most of these trucks were the famous four-wheel-drive Quad used by America and her allies during World War I.

After the war, many of these trucks were given to county and state governments. And some of them are still in use today.

During World War II, Nash Motors produced more than \$600,000,000 worth of aircraft material—including engines, propellers and helicopters.

Today—as war clouds again hang over most of the world—Nash continues to provide our fighting forces with material as history marches on.

General Pershing stands before one of the World War I Quads built by Nash.





HELPFUL

hints

Put an apple in your cookie jar to keep cookies soft and add flavor.

*Mrs. Luella Baker
Filer, Idaho*

To keep birds from eating the grass seed you sow this spring, dip the seeds first in blueing.

*Mrs. Cliff Gosnell
Vincennes, Ind.*

Wear old socks over shoes when painting. Any paint that drips on floor then can be wiped up with your feet as you go along.

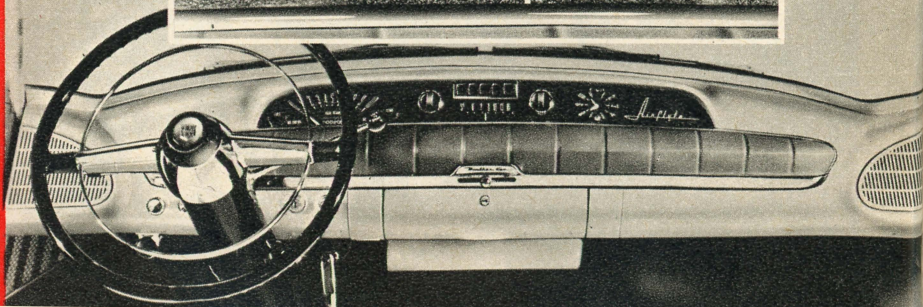
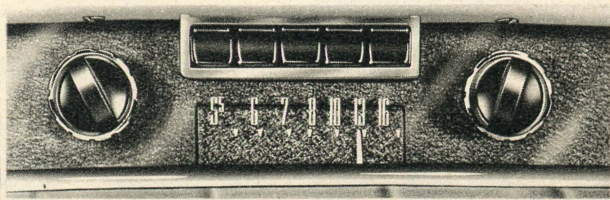
*Joe De Ameche
Caspian, Mich.*

Potatoes that have been soaked in hot water will bake in half usual time.

*Mrs. Virgil Zippel
Valparaiso, Ind.*

.....DUO-COUSTIC RADIO

News flashes . . . sports thrills . . . fine music. They're all yours on the road or in the city when you have a NASH GOLDEN AIRFLYTE DUO-COUSTIC RADIO. Full mellow tones come to you through twin speakers on each side of the dash. These completely separate units work in unison with the six-tube radio to overcome wind and road noises. It's the answer to complete driving pleasure.



FROM NASH OWNERS

If you have a favorite way of performing some ordinary household task, or have discovered a short-cut in the performance of some chore, send it along. Nash Airflyte Magazine will pay five dollars for each contribution published. None will be returned. Address all contributions to Nash Airflyte Magazine, 431 Howard St., Detroit 31, Michigan.

Instead of pouring water on hanging plants, put ice cubes in each pot. There's no dripping as soil can absorb slowly melting ice.

*Mrs. Wesley Smith Sr.
Columbus Junction, Iowa*



You can do a professional job of cake decorating with a clean envelope. Fill it with frosting. Cut off one corner. Press envelope gently.

*Mrs. Frances Broomfield
Honeoye Falls, N.Y.*

To dust Venetian blinds, dip ordinary canvas work gloves in kerosene and let dry. Use both hands to clean blinds. Dust will cling to gloves.

*Mrs. L. B. Jensen
Elgin, Ill.*

Small pieces of charcoal in ice box will absorb disagreeable odors.

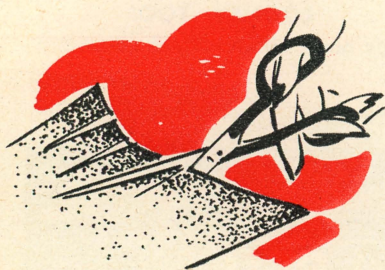
*Mrs. R. H. Lage
York, Neb.*

Small holes or rips in a fur coat can be mended with adhesive tape by carefully applying the tape to reverse side.

*Mrs. John M. Bailey
Blackfoot, Idaho*

To keep household steel wool pads from rusting when not in use, fill with clean soap suds and let dry. Pads will be like new when needed.

*Mrs. C. Rohr
Boulder, Colo.*



To give scissors a sharp edge, cut through fine sandpaper several times.

*Mrs. James J. Dougherty
Bristol, Tenn.*

smiles



Share your smile with Nash Airflyte readers and be richer by five dollars. Nash Airflyte pays five dollars for each Smile Along the Road contributed by a reader and selected for publication. All contributions become the property of Nash Airflyte and none will be returned. Send your contribution along to Nash Airflyte Magazine, 431 Howard St., Detroit 31, Michigan.

STILL AROUND

A used car lot just outside Ft. Worth, Texas, has this sign:

Used Cars Never Die—
They Just Trade Away

*Mrs. E. Davis
Library, Pa.*

TANKS!

Sign on a plumbing shop in San Gabriel, Calif.:

"Let us keep your wife in hot water."

*R. M. Edwards
Wilmar, Calif.*

NEAT TRICK

Sign on highway near La Grange, Illinois:

*Mrs. W. Christiansen
Westmont, Ill.*

GETTING EVEN

This sign was seen in a Missouri beauty salon window:

"This Poodle Cut will solve the problem for the wife with a barking husband."

*Mrs. Glen Bradshaw
Blackwell, Okla.*

SERVICE

In a Brantford, Canada, Optometrist's window is displayed this sign:

Eyes Examined
While You Wait

*Mrs. M. Tolft
Brantford, Ont.*

LOONEY, TOO!

This one's in a railroad office:

*Mrs. Grover Stine
Greenfield, Ind.*





ALLEY CATFISH?

A Princeton, Iowa, owner of a fish market put up this sign along the highway when the Mississippi River left its banks and flooded streets.

*Mrs. Chris Andersen
Princeton, Iowa*

COME CLEAN

This sign was seen on a Georgia highway tourist home:

ROOMS—For Tourists—With Bath

*Mrs. R. A. White
College Park, Ga.*

LEE'S
SERVICE
MEANS
FINE
TAILORING

TAILORED AD

One day in 1948 while riding down the main street of Seoul, Korea, I saw this sign suspended over one of the dingy little buildings.

*Lt. Col. C. L. Nunn
Washington, D. C.*

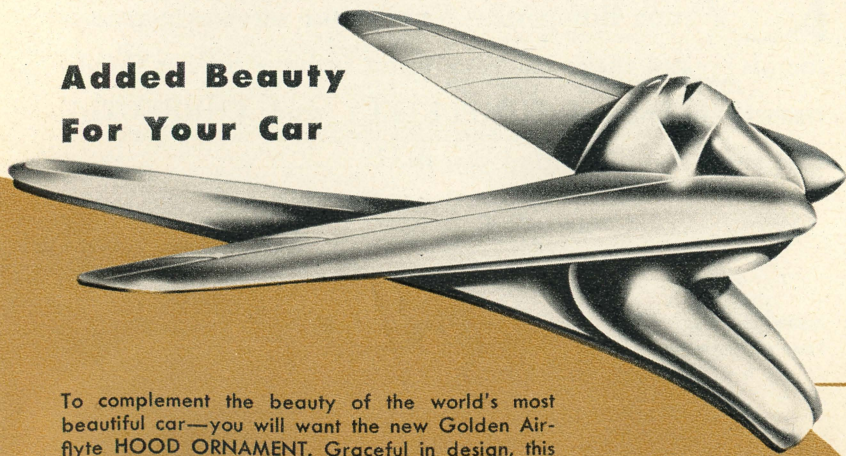
COUNT TO 10

Mounted on the back of a Seattle car was this notice:

Don't honk! I know it's green.

*Mrs. Edna Bevan
Seattle, Wash.*

Added Beauty For Your Car



To complement the beauty of the world's most beautiful car—you will want the new Golden Airflyte HOOD ORNAMENT. Graceful in design, this exclusively Nash ornament was styled to conform to the distinctive lines of the Nash Golden Anniversary Models for 1952.

WE HOPE YOU'LL BE

FACE-TO-FACE WITH

THIS SIGN

Soon

When you see this sign face-to-face, you'll be in our Service Department—and will be reminded that it is time to give your car a thorough, Nash-planned Spring Conditioning!

S

TUDY this poster — notice the services it recommends — and make up your mind to have Spring Conditioning performed **COMPLETELY** and **CORRECTLY** this year. You'll be glad you did!

MEMO: For the
Lady of the House.

IF YOU CAN



...WAIT TILL TEN!

Why not give the man of the house a helping hand—and bring in the car for Spring Conditioning Services. That will save "putting it off"—and might make him so happy he'll buy you a new spring bonnet!



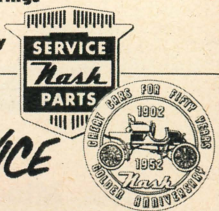
Spring Conditioning!

**DON'T FORGET YOUR CAR NEEDS
CONDITIONING, TOO!**

- ★ Drain, Flush and Refill Transmission
 - ★ Complete Lubrication
 - ★ Drain, Flush and Refill Cooling System
 - ★ Complete Scientific Engine Tune-up
- ★ Drain, Flush and Refill Rear Axle
 - ★ Change Engine Oil
 - ★ Clean, Repack and Adjust Front Wheel Bearings
 - ★ Wash and Polish for Spring Beauty



***YOU CAN'T BEAT
Nash SERVICE***



BRING YOUR *Nash* TO FOLKS WHO KNOW IT BEST

SEC. 34.66 P. L. & R.
U. S. POSTAGE
PAID
DETROIT, MICH.
Permit No. 5548

Howard E Kilborn
906 Bauman Ave
Austin Minn

GREAT CARS for 50 YEARS

1902



1952

Since 1900—more than 1,500 recognized motor vehicle companies have produced more than 2,500 different makes of cars. Nash—beginning in 1902—has grown steadily in this most competitive of all American industries. This growth has been due to splendid management, a consistently good product and a strong and dependable dealer organization that has served Nash owners well. We are grateful for the confidence you have shown in Nash products. And on this Golden Anniversary, we renew our pledge to provide the best possible service to every Nash owner.

ENSTAD NASH, INC.

1327 Oakland Ave., W.

Austin, Minn.

Phone 9639

More For Your Cash at Enstad Nash